

HOUSE JOINT RESOLUTION 160
By Brooks (Knox)

A RESOLUTION to congratulate WIVK Radio of Knoxville on fifty successful years of broadcasting excellence.

WHEREAS, it is fitting that the members of this General Assembly should pause to specially recognize those estimable businesses whose employees have dedicated their professional careers and personal excellence to providing news and entertainment through the medium of radio; and

WHEREAS, WIVK is one such remarkable operation, an excellent radio station that has made a considerable difference in the lives of the many Knoxvilleans who have the certain pleasure of experiencing the station's quality broadcasts; on Wednesday, March 19, 2003, WIVK will celebrate its 50th Anniversary; and

WHEREAS, in December 1952, the Federal Communications Commission granted James A. Dick a license to build a daytime-only 1,000 watt AM radio station in Knoxville, and as a result, Dick Broadcasting Company was born; WIVK debuted in March 1953 with a mixture of country, jazz and gospel music and the *Cas Walker Live Country Music Show*; and

WHEREAS, after experimenting briefly with the Top 40 format that became popular in the 1960s, WIVK switched to an exclusively country format in 1964, and when the AM power increased to 50,000 watts and the new 100,000 watt WIVK-FM aired in December 1965, WIVK AM and FM began their climb to becoming America's Number One Country Music Radio Stations; and

WHEREAS, in 1987, WIVK began broadcasting University of Tennessee football games, further solidifying its audience base; and

WHEREAS, in March 1988, Dick Broadcasting Company signed an agreement with REBS of Knoxville, Inc. to purchase 990 WNOX-AM, enabling WIVK-AM to donate its 850 frequency to the University of Tennessee and begin operating a 10,000 watt station twenty-four hours a day; and

WHEREAS, on September 1, 1988, the WNOX-AM call letters were changed to WIVK-AM 990 and the station began simulcasting with its sister station, WIVK-FM 107.7, and expanded its sports programming; in June 1992, WIVK-AM was transformed into News Talk Radio 990; and

WHEREAS, throughout the years, WIVK's radio personalities have become integral components of Knoxville's cultural landscape; personalities such as "Big Jim" Hess, Claude "The Cat" Tomlinson, Bobby Denton, Ed Brantley (now WIVK's Vice-President and General Manager), Mike Hammond, Mickey Dearstone, Dave Young, Andy and Alison, Gunner, Colleen Addair, Hoss and Jack Ryan have become regional icons; and

WHEREAS, as a leader in the broadcast of country music, WIVK has helped launch the careers of numerous country superstars, including Dolly Parton, Alabama, Kenny Rogers, Con Hunley, Kenny Chesney and several crossover musicians, such as Jerry Lee Lewis, the Pointer Sisters and Olivia Newton John; and

WHEREAS, the outstanding success of WIVK Radio is directly attributable to the reliance of its owners and employees on the time-honored values of hard work and common

sense and their uncommon ability to work well with and relate to people from all walks of life;
and

WHEREAS, the staff of WIVK is wholly committed to the noble precepts of public service that have earned Tennessee recognition as the "Volunteer State," and they should be specially recognized for their ongoing commitment to quality broadcasting; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED THIRD GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, that we hereby congratulate WIVK Radio on its fifty years of providing news, entertainment, music and sports to the good people of Knoxville.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.